

REP HEADLINE# 6275353
*** ORIGINAL REV#0 ***

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

AUG13/12 13.0
HARRIS REPORT FROM REP
*** WFLA-TV ***

ADV # ADV. NAME ISS/RESTORE OUR FUTURE
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

REP. # OFF. # SALESMAN #
BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306
TOWSON, MD 21286

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6275353

CLASS: NATL. LOCAL REGIONAL

PRDCT RESTORE OUR FUTURE EST#1894 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG13/12 13.03

REP: NEW ORDER
TTL \$135,925 @101X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
IDB #1021, TV INVOICES #9912736

OK
Good As Is
Just my wedding
News 7p
8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1894

1			600A-700A	30		\$1,000.00	8/14	8/17	4		TU-F	4
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PROGRAM : NEWS 6A
RA35+ : 2.0
CON COM1: NEWS 6A

[Signature]

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A	30		\$300.00	8/14	8/17	4		TU-F	4
PROGRAM : MIDDAY NEWS												
RA35+ : 1.0												
CON COM1: MIDDAY NEWS												
3			1200N-100P	30		\$275.00	8/14	8/17	4		TU-F	4
PROGRAM : TODAY SHOW3												
RA35+ : 1.0												
CON COM1: TODAY SHOW3												
4			400P-500P	30		\$650.00	8/14	8/17	8		TU-F	8
PROGRAM : DR OZ												
RA35+ : 2.0												
CON COM1: DR OZ												
5			500P-530P	30		\$1,000.00	8/14	8/17	5		TU-F	5
PROGRAM : NEWS 5P												
RA35+ : 3.0												
CON COM1: NEWS 5P												
6			530P-600P	30		\$1,000.00	8/14	8/17	5		TU-F	5
PROGRAM : NEWS 530P												
RA35+ : 3.0												
CON COM1: NEWS 530P												
7			600P-630P	30		\$2,000.00	8/14	8/17	5		TU-F	5
PROGRAM : NEWS 6P												
RA35+ : 6.0												
CON COM1: NEWS 6P												
8			700P-730P	30		\$2,200.00	8/14	8/17	8		TU-F	8
PROGRAM : ET												
RA35+ : 4.0												
CON COM1: ET												
9			730P-800P	30		\$2,200.00	8/14	8/17	4		TU-F	4
PROGRAM : EXTRA												
RA35+ : 4.0												
CON COM1: EXTRA												

1000 (over 100)

800 (over 100)

800 (over 100)

1000 (over 100)

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
10			1135P-1237A PROGRAM : TONIGHT SHOW RA35+ : 1.0 CON COM1: TONIGHT SHOW	30		\$800.00	8/14	8/17	4		TU-F	4
11			500A-530A PROGRAM : NEWS 5A RA35+ : 1.0 CON COM1: NEWS 5A	30		\$300.00	8/14	8/17	4		TU-F	4
12			1100P-1135P PROGRAM : NEWS 11P RA35+ : 3.0 CON COM1: NEWS 11P	30		\$1,800.00	8/14	8/19	12		TU-SU	12
13			1000P-1100P PROGRAM : ROCK CENTER RA35+ : 3.0 CON COM1: ROCK CENTER	30		\$3,800.00	8/16	8/16	2		THU	2
14			700A-900A PROGRAM : SAT TODAY RA35+ : 3.0 CON COM1: SAT TODAY	30		\$950.00	8/18	8/18	3		SAT	3
15			900A-1000A PROGRAM : SAT AM RA35+ : 2.0 CON COM1: SAT AM	30		\$475.00	8/18	8/18	2		SAT	2
16			1200N-100P PROGRAM : NOON SAT RA35+ : 1.0 CON COM1: NOON SAT	30		\$200.00	8/18	8/18	1		SAT	1
17			600P-630P PROGRAM : NEWS 6P SAT RA35+ : 7.0 CON COM1: NEWS 6P SAT	30		\$900.00	8/18	8/18	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18			700P-800P	30		\$1,000.00	8/18	8/18	2		SAT	2
	PROGRAM :		ET									
	RA35+ :		2.0									
	CON COM1 :		ET									
19			800A-900A	30		\$700.00	8/19	8/19	2		SUN	2
	PROGRAM :		SUN TODAY									
	RA35+ :		2.0									
	CON COM1 :		SUN TODAY									
20			900A-1000A	30		\$475.00	8/19	8/19	2		SUN	2
	PROGRAM :		SUN AM									
	RA35+ :		3.0									
	CON COM1 :		SUN AM									
21			1200N-100P	30		\$200.00	8/19	8/19	1		SUN	1
	PROGRAM :		NOON SUN									
	RA35+ :		1.0									
	CON COM1 :		NOON SUN									
22			600P-630P	30		\$800.00	8/19	8/19	1		SUN	1
	PROGRAM :		NEWS 6P SUN									
	RA35+ :		4.0									
	CON COM1 :		NEWS 6P SUN									
23			800P-1100P	30		\$8,000.00	8/19	8/19	2		SUN	2
	PROGRAM :		NFL PRESEASON									
	RA35+ :		6.0									
	CON COM1 :		NFL PRESEASON									
24			600A-700A	30		\$1,000.00	8/20	8/20	1		MON	1
	PROGRAM :		NEWS 6A									
	RA35+ :		2.0									
	CON COM1 :		NEWS 6A									
25			1100A-1200N	30		\$300.00	8/20	8/20	1		MON	1
	PROGRAM :		MIDDAY NEWS									
	RA35+ :		1.0									
	CON COM1 :		MIDDAY NEWS									

10-03-12

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
26			1200N-100P PROGRAM : TODAY SHOW3 RA35+ : 1.0 CON COM1: TODAY SHOW3	30		\$275.00	8/20	8/20	1		MON	1
27			400P-500P PROGRAM : DR OZ RA35+ : 2.0 CON COM1: DR OZ	30		\$650.00	8/20	8/20	2		MON	2
28			500P-530P PROGRAM : NEWS 5P RA35+ : 3.0 CON COM1: NEWS 5P	30		\$1,000.00	8/20	8/20	1		MON	1
29			530P-600P PROGRAM : NEWS 530P RA35+ : 3.0 CON COM1: NEWS 530P	30		\$1,000.00	8/20	8/20	1		MON	1
30			600P-630P PROGRAM : NEWS 6P RA35+ : 6.0 CON COM1: NEWS 6P	30		\$2,000.00	8/20	8/20	1		MON	1
31			700P-730P PROGRAM : ET ET NEWS RA35+ : 4.0 CON COM1: ET	30		\$2,200.00	8/20	8/20	2		MON	2
32			730P-800P PROGRAM : ET ET RA35+ : 4.0 CON COM1: EXTRA	30		\$2,200.00	8/20	8/20	1		MON	1
33			1135P-1237A PROGRAM : TONIGHT SHOW RA35+ : 1.0 CON COM1: TONIGHT SHOW	30		\$800.00	8/20	8/20	1		MON	1

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34			500A-530A	30		\$300.00	8/20	8/20	1		MON	1
PROGRAM : NEWS 5A												
RA35+ : 1.0												
CON COM1: NEWS 5A												

35			1100P-1135P	30		\$1,800.00	8/20	8/20	2		MON	2
PROGRAM : NEWS 11P												
RA35+ : 3.0												
CON COM1: NEWS 11P												

AUG/12 135925.00
CONTRACT TOTAL 135925.00
TOTAL SPOTS 101

MARKET TOTALS \$455,925
WFLA 30%
WFTS 22%
WMOX 0%
WTSP 25%
WXPX 0%
WTVT 23%
WWSB 0%
WTOG 0%
CABL 0%
WTTA 0%
WMOR 0%

SHARES ACCURATE
VC- NSI BOOKS- AUG/PJ
DEMOS- RA35+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Restore Our Future/ Issue
 Submission Number 717 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	136925	Campaign Ref:	E:120813071
Buyer:	..	Client/Product/Estimate:	./189-4	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Restore Our Future	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6a News TWTF..	02	1000	30 Comme	Nbr of Spots 4		4	4000
2	M-F 10a News TWTF..	01	300	30 Comme	Nbr of Spots 4		4	1200
3	M-F 12p Today Show III TWTF..	02	275	30 Comme	Nbr of Spots 4		4	1100
4	M-F 4p Dr Oz TWTF..	03	650	30 Comme	Nbr of Spots 8		8	5200
5	M-F 5p News TWTF..	03	1000	30 Comme	Nbr of Spots 5		5	5000
6	M-F 530p News TWTF..	03	1000	30 Comme	Nbr of Spots 5		5	5000
7	M-F 6p News TWTF..	02	2000	30 Comme	Nbr of Spots 5		5	10000
8	M-F 7p News TWTF..	01	2200	30 Comme	Nbr of Spots 8		8	17600
9	M-F 730p Entertainment Tonight TWTF..	01	2200	30 Comme	Nbr of Spots 4		4	8800
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Restore Our Future/ Issue
Submission Number 717 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Restore Our Future/ Issue	Submission Cost: 135925	Campaign Ref: E:120813071
Buyer: ..	Client/Product/Estimate: ./11894	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06275353
Est./PO Number: 06275353	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
11	M-F 5a News TWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
12	M-Su 11p News TWTFSS	02	1800	30 Comme	Nbr of Spots	12	12	21600
13	Thu 10p ET / 9p CT Rock Center ...T...	02	3800	30 Comme	Nbr of Spots	2	2	7600
14	Sat 7a Today ShowS.	02	950	30 Comme	Nbr of Spots	3	3	2850
15	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	2	2	950
16	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
17	Sat 6p NewsS.	02	900	30 Comme	Nbr of Spots	1	1	900
18	Sat 7p Entertainment TonightS.	02	1000	30 Comme	Nbr of Spots	2	2	2000
19	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	2	2	1400
20	Sun 9a News	02	475	30 Comme	Nbr of Spots	2	2	950
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

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Towson MD 21286

Restore Our Future/ Issue
Submission Number 717 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	135925	Campaign Ref:	E:120813071
Buyer:	..	Client/Product/Estimate:	././1894	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
21	Sun 12p NewsS	02	200	30 Comme	1		1	200
22	Sun 6p NewsS	02	800	30 Comme	1		1	800
23	Sun 8p ET / 7p CT Sun Night Football - PresessionS	05	8000	30 Comme	2		2	16000
24	M-F 6a News M.....	02	1000	30 Comme		1	1	1000
25	M-F 10a News M.....	01	300	30 Comme		1	1	300
26	M-F 12p Today Show III M.....	02	275	30 Comme		1	1	275
27	M-F 4p Dr Oz M.....	03	650	30 Comme		2	2	1300
28	M-F 5p News M.....	03	1000	30 Comme		1	1	1000
29	M-F 530p News M.....	03	1000	30 Comme		1	1	1000
30	M-F 6p News M.....	02	2000	30 Comme		1	1	2000
Weekly Totals: Total Spots(Ord Spots)					66	15	101	

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Restore Our Future/ Issue
Submission Number 717 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Restore Our Future/ Issue	Submission Cost:	135925	Campaign Ref:	E:120813071
Buyer:		Client/Product/Estimate:	. / . / 1894	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06275353
Est./PO Number:	06275353	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
31	M-F 7p News	01	2200	30 Comme	Nbr of Spots	2	2	4400
32	M-F 730p Entertainment Tonight	01	2200	30 Comme	Nbr of Spots	1	1	2200
33	M-F 1135p ET / 1035p CT Tonight Show	03	800	30 Comme	Nbr of Spots	1	1	800
34	M-F 5a News	01	300	30 Comme	Nbr of Spots	1	1	300
35	M-Su 11p News	02	1800	30 Comme	Nbr of Spots	2	2	3600
Weekly Totals: Total Spots(Ord Spots)					86	15	101	

Grand Totals				Month 8 Weeks: 4	
Totals		08/13		08/20	
Spots	101		86		15
Cost	135925		117750		18175

Grand Totals:	Spots:	101
	Gross Total:	135,925.00
	Commission:	20,388.75
	Net Total:	115,536.25

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WFLA-TV	Date: 8/13/12
--	--

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Restore Our Future, Inc.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 135,950 GROSS

This broadcast time will be used by: Restore Our Future, Inc.

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

PRESIDENTIAL RACE

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

RESTORE OUR FUTURE, INC.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

12/6/11 _____
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title